

# Yahoo! Mobile Marketing Case Study:

## NIGHTLIFE HOME

If you're looking to take your night-life promotions to the next level, then Club Texting's text messaging and mobile marketing programs are just what you need.

## BARS

Bar promotions are essential to the success of your venue. While you have many options—from newspapers to email—none of these marketing tools offer you the direct and personalized reach of Texting's .

## CLUBS

As a night club owner you rely on a number of methods to assure a continuous flow of customers through your doors—flyers, hired promoters, print ads, and email campaigns. All of these methods have their pros and cons, and they can be effective if done well, but none of them offer you the direct, personalized power of Club Texting's

## RESTAURANTS

With text messaging your dining establishment can build deeper relationships your guests. Text messaging develops loyalty.

Patrons join your mobile marketing list, and you provide them with regular offers via text message. Popular items that can include free drink specials, mobile coupons, and special codes that can be used for reservations during busy times.

## Guinness St. Patrick's Day Campaign

### Objectives:

In March 2008, Yahoo! conducted a study to measure the brand impact of a mobile campaign on the Vodafone Live! platform.

### MECHANICS:

Using the Guinness St. Patrick's Day campaign, we surveyed those exposed to the campaign and a matched control sample, to understand differences in:

- Brand awareness
- Mobile ad awareness
- Brand favourability
- Purchase intent



### Outcome Analysis:

Campaign results for the target audience, men age 25-44, were extremely positive as a result of exposure to the campaign on Vodafone Live!.

Exposure led to:

- 2.5 million impressions
- 25%pt lift in mobile ad awareness
- 12%pt lift in brand favourability
- 9%pt in purchase intent

Benchmarked against online norms, these results emerge as above average or excellent campaign impact.

Additionally, irregular/non-drinkers of Guinness reacted well with a significant impact on purchase intent.

Mobile Marketing Association